

post grad



ASSOCIATION OF ALUMNI
SIR GEORGE WILLIAMS UNIVERSITY

NEWSLETTER

YOUR NEW ALUMNI BOARD

Before introducing your newly elected Alumni Board of Directors, it might be in order to briefly explain the purpose of an Alumni Association.

Traditionally, university graduates have translated gratitude for their alma mater into time and money to foster the university's growth. Because the number of graduates wishing to contribute something is usually quite large, it is necessary to establish an organization to channel these contributions most effectively throughout the university. In essence, an Alumni Association seeks to employ the most effective means of directing the support of its members into university areas most in need of assistance. The methods may range from soliciting graduate enthusiasm through various programs, to a direct appeal for funds.

The areas of need are many; from providing student loans to building a new library. To organize and execute these tasks on their behalf, Alumni members generally elect a board of directors, such as the 20 member Board at Sir George Williams.

ALUMNI EXECUTIVE

The nucleus of this year's Board is headed by Vernon Eccles, President of the Alumni Association. He is responsible for all of the affairs of the Association, for overall leadership in the development of policy, organization, and the achievements of the Association's objectives.



Vern Eccles

Gloria McPhie, the Board's only good-looking member, acts as Vernon's General Assistant in matters related to the board's activities. Bob Norris, First Vice-President, is charged with developing Educational Services, such as the K. E. Norris Memorial Lectures. Other such services in the planning stage include a series of professional seminars and university tours.

Michael Desaulniers and Bill Clough, both Board

members, are developing the seminars, while Allan Marjerison is Reporting Director for the tours.

Don McPhie, this year's Second Vice-President, has the large, and often frustrating job of eliciting graduate support for the University. Don has divided the graduate participation program into decade committees. John Jackson, a new board member will be contacting and working with the graduates of the 60's, and Bernard Connolly will be rounding up the grads of the 50's. An organizer for the 1940

Alumni has yet to be found.

John Allen, the Board's new Secretary, is also the Alumni's liaison with Sir George's student government.

Melvin Zwaig is the Association's Treasurer, and in that capacity has ably administered the Alumnies for past few years. Other Board members, who for lack of space must remain un-named for the time being, are working energetically behind the scenes

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Don McPhie



John Allen

developing various programs for the coming year, not the least of which is the Fund Campaign.

Your Board invites you not only to join in the campaign when your canvasser calls in one way or another, but also to lend your assistance to any of the activities planned for this year.

The Alumni Association, as we have already noted, is a group you automatically joined when you left Sir

George. Its aims and objectives can be accomplished only through your support, be it financial or your actual presence in the planning and execution of Alumni programs.

The Newsletter will keep you informed on the respective programs and activities throughout the year. We know most of you will find these projects interesting and certainly worth your participation.



Melvin Zwaig

WHO'S WHERE?

An earlier Newsletter asked for graduates' response to a proposed Who's Where directory of Sir George Alumni. We've received 300 replies, which is a good start, but we need at least 1,000 graduate listings to make the book a reality.

Take a minute to complete the form below, and drop it into an envelope to Ron Bannerman, c/o Alumni office, Sir George Williams University.

An added feature of the directory will be a Business Listing, available at a nominal sum to any person wishing his business card listed for commercial advertising purposes.

SEMINAR SERIES

Two series of professional seminars are planned for Sir George Alumni this year, with the first beginning at the end of October, and the second in the latter part of January.

The seminars, to be conducted by professionals in their respective fields, will cover such topics as the New Math, Personal Investment, History of Tomorrow, and Management Information Systems, our new Education system, or your choice.

The lectures will be held evenings and weekends at a low, though as yet undetermined, fee.

Please signify your preference by calling 879-5897 before September 30, 1968.

YES: I would like to be listed in SGWU'S

WHO'S WHERE

I would also like a Business Listing in the directory ..

NAME

ADDRESS

YEAR OF GRADUATION

DIVOT DIGGER WINNERS

At the Alumni's second annual golf tournament held earlier this summer, Bob Dubeau, shooting a 69, captured the low gross, with Ed Fee finishing up with the low net of 74.

The remaining results haven't yet been compiled as Don (hacker) Hathaway is still at the course, attempting to blast his way out of No. 3 sandtrap.

BOOB TUBES WANTED

Tired of those nauseous deodorant, bad breath, and dandruff commercials? Can't stomach the violence on kiddy cartoon shows? Can hardly wait until Captain Kirk and Mr. Spock wind up their five year mission to explore unexplored galaxies?

Well, before you throw out your tube, why not consider turning it over to television Sir George.

TV Sir George, Canada's first student owned and operated television system, will be presenting students this fall with a four hour daily package of news, interviews, films and plays. The students operating the project have managed to acquire most of the equipment needed for a fully operational TV studio.

However, they still lack the necessary TV sets on which to play back their programming. So the pitch to alumni here is for old TV sets, either in working order or easily repaired.

If you have an old set on your hands, why not donate it to Sir George's television network by calling 842-6466.

GRADUATE TOURS

Tours of the new Henry F. Hall building on Maisonneuve Boulevard are being organized for early September. Alumni members and their friends are invited to tour the building as well as specific departments listed below.

Return the coupon and let us know which facilities you'd be interested in seeing; or call 879-5897.

I would like to tour the following areas:

GENERAL TOUR

COMPUTER CENTER

CHEMISTRY LABS

BIOLOGY LABS

ART GALLERY

THEATRE COMPLEX

FOOD SERVICES COMPLEX

ENGINEERING LABS

INSTRUCTIONAL MEDIA

OTHER

NAME:

PHONE NO.

HEY! IT'S HERE *Visa* IS HERE



What's here?

Visa is here... Varsity International Sales Association is here!

What's *Visa*?

If you operate a retail store, a restaurant, an airline, an oil company, an electronic dating data center, a record shop, a drug store... in other words if you merchandise to youth... it's your passport to the multimillion dollar student market... and it's here!

It's here...

but where was *Visa* before?

Founded in Boston in 1963, *Visa* now spreads throughout 26 states, conducting a truly unique advertising and promotional service on over 700 college and university campuses... and now it's here!

What does *Visa* do?

It places your advertising message before hundreds of thousands of college students and keeps it there all year round... plus it offers *Visa*-member college students a special rate incentive bonus or other inducement to buy your product or service or to visit your place of business... right here!

Here!... Here!...

Was *Visa* successful there?

Sponsoring businesses of every possible size and type, from the corner store through major hotel chains, national advertisers, buyers associations, the automobile industry, world-wide airlines have taken advantage of *Visa* to reach and do profitable business with over a million college and university students.

How does it reach students... here or anywhere else?

Through an intensive promotional programme at the student association level and through its regional college guide which brings *Visa*-members listings of thousands of local and national concerns contracted to offer special rates to visa cardholders.



The college guide is sold and distributed twice-a-year to students in your merchandising area and is exposed to an excess of one million students... and I repeat... it's here!

How can you distinguish *Visa* sponsors in the crowd?

Hordes of discerning students will spot the *Visa* sponsors by the numerous marketing aids they will display, including attractive identifying door decals, colorful display cards for in-store use, and *Visa* logos for newspaper advertising.

Quick, tell me, where do I reach *Visa*?

Here *Visa*, a division of Shield International Ltd. has Canadian Head Offices in Montreal. Contact *Visa* at 866-5246, 1440 Ste-Catherine Street West, Montreal.

Is there still time?

Sure, but hurry *Visa* will hit the student market in September all over Canada, but especially. I know *Visa* is here!

MAIL COUPON TODAY FOR INFORMATION AND DETAILED BROCHURE

NAME

ADDRESS
Number Street

City Province Tel.

MAIL TO:

VISA

1, Westmount Square
suite 460,
Montreal 6, P.Q.

AND YOU WONDERED WHAT WE'VE BEEN DOING

The Association's fiscal year ended May 31 has been appropriately dubbed "The Year of Organization."

Alumni Association Board members, along with nearly one hundred committee workers had an exhaustive supply of work on their hands, and though much of it yet remains to be done, a few notable achievements were recorded.

The grad class structure was completely changed to encourage the development of a class agent system for fund raising.

The Fund Development Board, under the chairmanship of George Trim, laid the ground work for an ambitious annual campaign.

Programme events, ranging from reunions to golf tournaments, were planned and personnel recruited.

The Association changed its by-laws to allow former students who did not graduate full membership status.

This Newsletter came into existence.

A group of Alumni who are members of the bar began the Legal Aid Service, offering free legal advice and assistance to students.

Through Ron Posluns' determined negotiating, the Association was instrumental in acquiring from Expo \$47,000 worth of audio-visual equipment for the University at a cost of \$4,300.

From last year's organization, planning and achievements, evolved the goals for this year. Simply stated, they are: 2,000 Alumni active in programs; \$60,000 as a fund objectives.

And now, it's The Year of Action.



CHARTER MEMBERS BACK ON THE GROUND

The Georgian graduates who took advantage of the Alumni's three week charter flight to the Madeira Islands, Lisbon, and London, recently returned home after a well-spent \$407.00 trip.

The success of this charter will undoubtedly mean further similar trips in the future.

POSTGRAD NEWSLETTER

D'Arcy O'Connor — Editor
Association of Alumni
Sir George Williams University
Montreal 25, Quebec.

RETURN
POSTAGE
GUARANTEED

